Orders

Order / Rev:

Product Desc:

Alt Order #:

06830032

BERKLEY FOR SENATE

Estimate:

308

Flight Dates:

10/23/12 - 10/29/12

Original Date / Rev:

06/28/12 / 06/28/12

1831 Chestnut St.

Philadelphia, PA 19103

Order Type:

GENERAL

Primary AE:

KSNV Amy McCreary

Sales Office:

Sales Region:

BLPHI National

Agency

Name:

Shorr Johnson Magnus

Buying Contact:

Billing Contact:

Billing Type:

Cash

Billing Calendar:

Billing Cycle:

Broadcast

EOM/EOC

Agency Commission:

15%

Advertiser

Name:

Priority:

Berkley, Shelley for Senate

Demographic: Product Codes: A35+

PLC01

SELECT PRIORITY CODE

New Business Thru:

Order Separation:

00:15:00

Revenue Codes:

POLITICAL/AGY, PCAN, GEN

Advertiser External ID: Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	132	\$39,780.00	\$33,813.00
10/29/12	10/29/12	29	\$7,495.00	\$6,370.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	132	\$39,780.00	\$33,813.00	0.00
November 2012	29	\$7,495.00	\$6,370.75	0.00
Totals	161	\$47,275.00	\$40,183,75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share	Share	Total
KSNV	20%	\$47,275.00
Market	100%	\$236,375.00

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	21%	\$49,638.75
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	32%	\$75,640.00
KTUD	0%	\$0.00
KVVU	25%	\$59,093.75
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	2%	\$4,727.50

_	Ln	Ch	Start	End	Inventory Code	Break	Start/End T	ime Days	Len Spo	ots	Rate Pri	Rtg Type 3	Spots	Amount
•	E 1	KSNV	10/23/12	10/26/12	Wake Up Early w/ W Wake Up Early Wag	0	430a-5a	-TWTF	:30	4	\$50.003	0.00 NM	4	\$200.00
		NEWS												
		<u>Star</u>	rt Date E	End Date	Weekdays Sp	ots/Week	Rate	Rating				j		

KSNV

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Order / Rev:

103686

Advertiser:

Berkley, Shelley for Senate

Alt Order #:

06830032

Product Desc:

BERKLEY FOR SENATE

Flight Dates:

10/23/12 - 10/29/12

Estimate:

30S

Ln Ch	Start	End	Inventory Code		Start/End T	ime Days	Len Sp	ots		Rtg Type	Spots	Amount
E 1 KSNV		2 10/26/12	Wake Up Early W Wake Up Early W	_	430a-5a	-TWTF	:30	4	\$50.003	0.00 NM	4	\$200.00
NEWS <u>Sta</u> Week: 10	art Date	End Date 10/28/12	Weekdays	Spots/Week 4	<u>Rate</u> \$50,00	Rating 0.00						
E 2 KSNV			Wake Up Early w Wake Up Early V	_	430a-5a	M	:30	1	\$50.003	0.00 NM	1	\$50.00
NEWS <u>Str</u> Week: 10	art Date	End Date 11/04/12	<u>VVeekdays</u> M	Spots/Week	<u>Rate</u> \$50.00	Rating 0.00						
		2 10/29/12	M-F 5-6a WakeU M-F 5-6a WakeU	p w/Wa@M	5-6a	M	:30	2	\$200.003	0.00 NM	2	\$400.00
NEWS <u>Sta</u> Week: 10	art Date	End Date 11/04/12	<u>Weekdays</u> M	Spots/Week 2	<u>Rate</u> \$200.00	Rating 0.00						
E 4 KSNV	10/23/1		M-F 5-6a WakeU M-F 5-6a WakeU	p w/Wa@M	5-6a	-TWTF	:30	8	\$200.003	0.00 NM	8	\$1,600.00
NEWS <u>St</u> a Week: 10	art Date	End Date 10/28/12	<u>Weekdays</u> -TwTF	Spots/Week 8	<u>Rate</u> \$200.00	Rating 0.00					i	
E 5 KSNV	10/23/1		M-F 6-7a WakeU M-F 6-7a WakeU		6-7a	-TWTF	:30	8	\$300.003	0.00 N M	8	\$2,400.00
NEWS <u>St</u> Week: 10	art Date	End Date 10/28/12	<u>Weekdays</u> -TWTF	Spots/Week 8	<u>Rate</u> \$300.00	Rating 0.00						
		12 10/29/12	M-F 6-7a WakeU M-F 6-7a WakeU		6-7a	М	:30	2	\$300.003	0. 00 NM	2	\$600.00
NEWS <u>St</u> Week: 10	art Date	End Date 11/04/12	Weekdays M	Spots/Week 2	<u>Rate</u> \$300.00	Rating 0.00						
		12 10/29/12	Today Show Today Show	CM	658a-9am	M	:30	4	\$400.003	0.00 NM	4	\$1,600.00
TODA` <u>St</u> Week: 10	art Date	End Date 11/04/12	Weekdays M	Spots/Week 4	<u>Rate</u> \$400.00	Rating 0.00						
		12 10/26/12	Today Show Today Show	CM	658a-9am	-TWTF	:30	16	\$400.003	0.00 NM	16	\$6,400.0
TODA' <u>St</u> Week: 10	art Date	End Date 10/28/12	<u>Weekdays</u> ∽TWTF⊶∽	Spots/Week 16	<u>Rate</u> \$400.00	Rating 0.00						
E 10 KSNV NEWS		12 10/26/12	Noon News Noon News	СМ	12-1230pm	-TWTF	:30	4	\$175.003	0.00 NM	4	\$700.0
	art Date	End Date 10/28/12	Weekdays ∽T₩TF~~	Spots/Week 4		Rating 0.00						
E 11 KSNV		12 10/29/12	Noon News Noon News	СМ	12-1230pm	M	:30	1	\$175.003	0.00 N M	1	\$175.0
	tart Date	End Date 11/04/12	Weekdays M	Spots/Week		Rating 0.00					:	
E 12 KSN\		12 10/29/12	M-F Today Show M-F Today Show		9-10a	М	:30	2	\$175.003	0. 0 0 NM	2	\$350.0
<u>Si</u> Week; 10	tart Date 0/29/12	End Date 11/04/12	Weekdays M	Spots/Week	\$175.00	Rating 0.00						
E 13 KSN\		12 10/26/12	M-F Today Show M-F Today Shov		9-10a	-TWTF	:30	8	\$175.003	0.00 N M	8	\$1,400.0
<u>S</u> Week: 1	tart Date 0/22/12	End Date 10/28/12	<u>Weekdays</u> -TWTF	Spots/Week	\$175.00	Rating 0.00						
E 14 KSN	/ 10/23/	12 10/26/12		CM	1230-1p	-TWTF	:30	4	\$150.003	0.00 NM	4	\$600.0

KSNV

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Order / Rev:

103686

Advertiser:

Berkley, Shelley for Senate

Alt Order #:

06830032

Product Desc:

BERKLEY FOR SENATE

Flight Dates:

10/23/12 - 10/29/12

Estimate:

30S

Start Break Start/End Time Ln Ch End Inventory Code Days Len Spots Rate Pri Rtg Type Spots Amount The Agenda 1230pm The Agenda 1230pm AGENDAY Start Date End Date Weekdays Spots/Week Rate Rating -TWTF--Week: 10/22/12 10/28/12 \$150.00 0.00 E 15 KSNV 10/29/12 10/29/12 The Agenda 1230pm CM 1230-1p :30 \$150,003 0.00 NM M-----\$150.00 The Agenda 1230pm **AGENDAY** Spots/Week Start Date **End Date** Weekdays Rating Rate Week: 10/29/12 11/04/12 \$150.00 0.00 E 16 KSNV 10/29/12 10/29/12 Rachael Rav CM :30 \$150.003 0.00 NM 11am-12pm 1 1 \$150.00 Rachael Ray **RACHELRAY** Start Date End Date Spots/Week Rating Weekdays Rate 11/04/12 \$150.00 0.00 Week: 10/29/12 E 17 KSNV 10/23/12 10/26/12 Rachael Ray CM -TWTF--:30 \$150.003 0.00 NM 11am-12pm 4 \$600.00 Rachael Ray **RACHELRAY** Start Date **End Date** Weekdays Spots/Week Rate Rating -TWTF--Week: 10/22/12 10/28/12 \$150.00 0.00 -TWTF--E 18 KSNV 10/23/12 10/26/12 M-F Today Show III 4th 13M \$150.003 10am-11am :30 0.00 NM 4 4 \$600.00 Today 4th Hour TODAY 3 Start Date End Date Weekdays Spots/Week Rating <u>Rate</u> -TWTF--Week: 10/22/12 10/28/12 \$150.00 0.00 E 19 KSNV 10/29/12 10/29/12 M-F Today Show III 4th ISM \$150.003 0.00 NM 10am-11am M----:30 1 \$150.00 Today 4th Hour TODAY 3 Start Date End Date Weekdays Spots/Week Rate Rating 11/04/12 M-----Week: 10/29/12 \$150.00 0.00 M----3-4p E 20 KSNV 10/29/12 10/29/12 Dr. Phil CM :30 \$200.003 0.00 NM 2 \$400.00 Dr Phil PHIL Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 10/29/12 11/04/12 M----\$200.00 0.00 E 21 KSNV 10/23/12 10/26/12 Dr. Phil CM 3-4p -TWTF--:30 8 \$200.003 0.00 NM Я \$1,600.00 Dr Phil PHIL Spots/Week Start Date End Date Weekdays 1 4 1 <u>Rate</u> Rating Week: 10/22/12 10/28/12 -TWTF--\$200.00 0.00 E 22 KSNV 10/23/12 10/26/12 News 3 at 430pm CM 430-5pm :30 \$300.003 0.00 NM -TWTF--\$1,200.00 News 3 at 4:30PM **NEWS** Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/22/12 10/28/12 -TWTF--\$300.00 0.00 E 23 KSNV 10/29/12 10/29/12 News 3 at 430pm CM 430-5pm M-----:30 \$300.003 0.00 NM 1 \$300.00 News 3 at 4:30PM **NEWS** Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 10/29/12 11/04/12 M----\$300.00 0.00 E 24 KSNV 10/29/12 10/29/12 News 3 at 4 CM 4-430p M-----:30 1 \$300.003 0.00 NM \$300.00 News 3 at 4 **NEWS** Start Date End Date Weekdays Spots/Week Rate Rating 11/04/12 Week: 10/29/12 \$300,00 0.00 E 25 KSNV 10/23/12 10/26/12 News 3 at 4 CM 4-430p -TWTF--:30 \$300,003 0.00 NM \$1,200.00 News 3 at 4 **NEWS** Start Date End Date Weekdays 1 4 1 Spots/Week Rate Rating -TWT'F--Week: 10/22/12 10/28/12 \$300.00 0.00 E 26 KSNV 10/23/12 10/26/12 CM 5-630p -TWTF--:30 \$450,003 8 0.00 NM 8 \$3,600.00

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Order / Rev:

103686

Advertiser:

Berkley, Shelley for Senate

Alt Order #:

06830032

E39 KSNV 10/25/12 10/25/12

Product Desc:

BERKLEY FOR SENATE

Flight Dates:

10/23/12 - 10/29/12

Estimate:

30S

KSNV

Ln Ch	Start	End	Inventory Code	Break	Start/End T	ime Days	Len Sp	ots	Rate Pri	Rtg Type S	Spots	Amount
			M-F Early News								*	
NEWS			M-F Early News									
<u>Sta</u>	art Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 10		10/28/12	-TWTF	8	\$450.00	0.00						
E 27 KSNV	10/29/1	2 10/29/12	M-F Early News M-F Early News	СМ	5-630p	M	:30	2	\$450,003	0.00 NM	2	\$900.00
NEWS			WIT Early NONS									
	art Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 10 F.28 KSNV		11/04/12	Face to Face w/ F	2 Paleten CM	\$450.00	0.00	:30	1	\$225.003	0.00 NM	4	\$305.00
E ZO KONV	10/29/1	2 10/29/12	Face to Face w/	•	730-758pm	M	.30	1	φ225.003	O.OO INIVI	1	\$225.00
FACE										ŀ		
_	art Date	End Date	<u>Weekdays</u> Maaaaa	Spots/Week	Rate	Rating						
Week: 10 E 29 KSNV		11/04/12	Face to Face w/ F	RalstonCM	\$225.00 730-758pm	0.00 -TWTF	:30	4	\$225.003	0.00 NM	4	\$900.00
L 25 ROIT	10/20/1	10/20/12	Face to Face w/		roo roopiii		.00	Ċ	\$220.000	0.00 11,,,,	-	4000 .00
FACE												
<u>Sta</u> Week: 10	art Date	End Date 10/28/12	<u>Weekdays</u> ~TWTF~~	Spots/Week 4	<u>Rate</u> \$225.00	Rating 0.00				1		
E 31 KSNV			M-F Jeop/Wheel	CM	630-730pm	-TWTF	:30	8	\$400.003	0.00 NM	8	\$3,200.00
			M-F Jeopardy/W		•				*			44,20.00
JEP/W		End Date	1011-1	0	D-4-	D-#						
<u>St</u> Week: 10	art Date 1/22/12	End Date 10/28/12	<u>Weekdays</u> -TWTF	Spots/Week 8	<u>Rate</u> \$400.00	Rating 0.00						
E 32 KSNV	-		M-F Jeop/Wheel	CM	630-730pm	M	:30	2	\$400.003	0.00 NM	2	\$800.00
			M-F Jeopardy/W	heel of Fortun	e							
JEP/W	HEEL art Date	End Data	Wookdaya	Snota Maak	Doto	Rating						
<u>ى.</u> Week: 10		<u>End Date</u> 11/04/12	<u>Weekdays</u> M	Spots/Week 2	<u>Rate</u> \$400.00	0,00						
		12 10/27/12	Weekend Jeopar		630-730pm	S-	:30	2	\$250.003	0.00 NM	2	\$500.00
(PT D 8.4)			WKND Jeop/Wh	eel						•		
JEP/W	HEEL art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10		10/28/12	S-	2	\$250.00	0.00						
E 34 KSNV	10/28/	12 10/28/12	News 3 Live in P	rime CM	7-10pm	S	:30	1	\$600.003	0.00 NM	1	\$600.00
NEWC	AETED	NFL PRIME	News 3 in Prime									
	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week; 10		10/28/12	S	1	\$600.00	0.00						
E35 KSNV	10/26/	12 10/26/12	Fri PR 9-10p	CM	9-10pm	F	:30	1	\$1,000.003	0.00 NM	1	\$1,000.00
GRIMI	M		Friday Prime 9-1	0pm								
	art Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 10	0/22/12	10/28/12	F	1	\$1,000.00	0.00						
E36 KSNV	/ 10/26/	12 10/26/12	Fri PR 8-9p	CM	8-9pm	F	:30	1	\$750.003	0.00 NM	1	\$750.00
WHIT	COMM		Friday Prime 8-9	pm								
	art Date	End Date	<u>Weekdays</u>	Spots/Week	,	Rating				1		
Week: 10		10/28/12	F	1	\$750.00	0.00						
E37 KSNV	/ 10/24/	12 10/24/12	Wed PR 9-10p Wednesday Prin	CM	9-10pm	W	:30	1	\$1,700.003	0.00 NM	1	\$1,700.00
svu			2 - Canobady 1 III	o ropin								
	tart Date	End Date	<u>Weekdays</u>	Spots/Week		<u>Rating</u>						
Week: 1		10/28/12	W	1 CM	\$1,700.00	0.00	,20		\$1.400.000	0.00 NM		e 4 400 00
E 30 K3NN	10/24/	12 (0/24/12	Wed PR 10-11p Wednesday Prir		10-11pm	W	:30	7	\$1,400.003	0.00 NM	7	\$1,400.00
CHICA	AGO FIRI			· · · · · · · · · · · · · · · · ·								
	tart Date	End Date	Weekdays	Spots/Week		Rating						
Week: 1	0/22/12	10/28/12	W	1	\$1,400.00	0.00			A 1 10= ===			

CM

10-11pm

---T---

:30

1 \$1,400.003

0.00 NM

\$1,400.00

KSNV

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Order / Rev:

103686

Advertiser:

Estimate:

Berkley, Shelley for Senate

Alt Order #: Flight Dates:

06830032

10/23/12 - 10/29/12

Product Desc:

i loduot Desc.

BERKLEY FOR SENATE

30S

Inventory Code Break Start/End Time Ln Ch Start End Days Len Spots Rate Pri Rtg Type Spots Amount Thurs PR 10-11b Thursday Prime 10-11pm **ROCK CENTER** Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/22/12 10/28/12 ---T---\$1,400.00 0.00 E 40 KSNV 10/23/12 10/26/12 Late Night w/Fallon CM 1237a-136am 8 \$75.003 -TWTF--:30 0.00 NM \$600.00 8 Late Night w/Fallon **FALLON** Spots/Week Start Date **End Date** Weekdays Rate Rating -TWTF--Week: 10/22/12 10/28/12 \$75.00 0.00 E 41 KSNV 10/29/12 10/29/12 CM 1237a-136am :30 2 \$75,003 0.00 NM Late Night w/Fallon 2 \$150.00 Late Night w/Fallon **FALLON** Start Date End Date Spots/Week Rating Weekdays Rate Week: 10/29/12 11/04/12 \$75.00 0.00 E 42 KSNV 10/29/12 10/29/12 :30 The Tonight Show CM 1135p-1237a M-----2 \$185,003 0.00 NM \$370.00 **Tonight Show** TON SHOW Weekdays Spots/Week Rating Start Date End Date Rate 11/04/12 \$185.00 0.00 Week: 10/29/12 1135p-1237a E43 KSNV 10/23/12 10/26/12 The Tonight Show -TWTF--CM :30 R \$185.003 0.00 NM 8 \$1,480.00 **Tonight Show** TON SHOW Start Date End Date **Weekdays** Spots/Week Rate Rating Week: 10/22/12 10/28/12 -TWTF--\$185.00 0.00 E44 KSNV 10/23/12 10/26/12 M-F News 3 at Eleven CM 11pm-1135pm -TWTF--:30 \$425.003 0.00 NM \$1,700.00 M-F News 3 at Eleven **NEWS** Spots/Week Rating Start Date End Date Weekdays Rate -TWTF--Week: 10/22/12 10/28/12 \$425.00 0.00 E 45 KSNV 10/29/12 10/29/12 M-F News 3 at Eleven CM 11pm-1135pm M-----:30 \$425.003 0.00 NM \$425.00 M-F News 3 at Eleven **NEWS** Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/29/12 11/04/12 M-----\$425.00 E46 KSNV 10/27/12 10/28/12 Sa-Su News 3 at ElevenCM 11pm-1135pm :30 \$400.003 0.00 NM ----SS 2 \$800.00 Sa-Su News 3 at Eleven **NEWS** Start Date End Date **Weekdays** Spots/Week Rate Rating ---SS 10/28/12 0.00 Week: 10/22/12 \$400.00 E 48 KSNV 10/27/12 10/27/12 Saturday Today CM 7a-9am :30 \$225.003 0.00 NM ----S-2 \$450.00 Saturday Today SAT TODAY Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 10/22/12 10/28/12 ----5-\$225.00 0.00 E49 KSNV 10/27/12 10/27/12 News 3 Sunrise - SATURIM 6a-7a ----S-:30 2 \$150,003 0.00 NM 2 \$300.00 News 3 Sunrise SATURDAY **NEWS** Start Date End Date Weekdays Spots/Week Rate Rating ----S-Week: 10/22/12 10/28/12 \$150.00 0.00 E 50 KSNV 10/28/12 10/28/12 Sunday Today CM 7a-8am ----S :30 1 \$350.003 0.00 NM \$350.00 1 Sunday Today SUN TODAY Start Date End Date **Weekdays** Spots/Week Rate Rating Week: 10/22/12 10/28/12 \$350.00 0.00 E 51 KSNV 10/28/12 10/28/12 Sports Night in Las VegaGM Sun 1135p-1200a -----S :30 \$550.003 0.00 NM \$550.00 Sports Night in Las Vegas SNL **End Date** Spots/Week Rating Start Date Weekdays Rate Week: 10/22/12 10/28/12 ----S \$550.00 0.00